

Lesson 1: Digital Marketing Fundamentals

Lesson description:

Digital marketing is vital for your business and brand awareness. It seems like every brand has a website. And if they don't, they at least have a social media presence or digital ad strategy. Digital content and marketing is so common that consumers now expect and rely on it as a way to learn about brands. To be competitive as a business, you'll need to embrace digital marketing. But, because digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget. In this lesson, learn how to identify the digital marketing strategies and tactics that work best for your business and its customers.

Learning modules:

- What is digital marketing?
- A closer look at digital marketing channels
- Implementing a digital marketing strategy

Questions you should know the answer to:

- What is digital marketing?
- What is the difference between digital marketing and inbound marketing?
- What strategies typically make up a digital marketing plan?
- What types of content work best in the awareness, consideration, and decision stages of the buyer's journey?
- What is owned media?
- What is paid media?
- What is earned media?

Lesson 2: Building a Content Creation Framework

Lesson description:

To create quality content in a scalable and efficient manner, you need to have a structure in place. Learn how to build a content creation framework for your company, including identifying campaigns, setting timelines, reviewing content, and measuring success, all of which are discussed in greater detail in this lesson.

Learning modules:

- Why your business needs a framework for creating content
- How to build a content creation framework
- What resources will you need to create meaningful content?

Questions you should know the answer to:

- Why is it important to have a clear and repeatable process?
- Why is it important to have an organized process?
- Why should your content process be agile?
- How do you conceptualize content?
- Why do you need timelines for content creation?
- What is a content creation workflow?
- How should you review and edit your content?
- How should an editor provide feedback on edits?
- What should you use to edit content?
- How often should you update a content promotion process?
- What should you use to host and store your content?
- Why would you use a naming convention formula?
- Why should your content creation framework evolve?
- What roles are included in a content creation team?
- What is the blink test?
- What is a CMS?
- Why do you need one?
- What are examples of analytics platforms?
- What should you use to organize planning and internal communication?

Lesson 3: How to Find the SEO Strategy That Fits Your Business

Lesson description:

You'll learn how search engines rank your content, how to measure the state of your current SEO, and how to figure out an approach to SEO that fits with your business's needs. This lesson includes a workbook that helps you evaluate the state of your SEO authority and identify specific areas for improvement so you can give your website a better chance of ranking.

Learning modules:

- How do search engines rank your content?
- Which SEO approach fits your business?
- How to measure your website's SEO authority

Questions you should know the answer to:

- How do search engines discover your content?
- How do search engines understand whether or not your content is relevant?
- What do you need to get your content ranking on search engines?
- How do you determine authority?
- How do you measure your website's authority?

Lesson 4: Improving Website Performance

Lesson description:

In many ways, the performance of your website is the first line of defense when it comes to website optimization. If your site takes too long to load, users simply are not going to wait around. In this lesson, you'll learn why website performance is important, how to increase load speed, how to optimize the elements of your web page, and how to reduce the workload of your server to build a website that performs well across all main criteria.

Learning modules:

- The importance of website performance
- Reducing page size and increasing load speed
- Optimizing your web page elements
- Limiting HTTP requests and maximizing page caching

Questions you should know the answer to:

- What does website performance impact?
- How does website performance impact Facebook?
- How fast should an optimized website load?
- What are the components of a website?
- What does minification do?
- How do you optimize web page elements?
- How do you reduce the number of HTTP requests?
- What does JavaScript do?
- How many redirects can you have?

Lesson 5: Creating Blog Content Your Audience Loves to Read and Share

Lesson description:

Creating quality blog content your audience loves to read and share is easier said than done. In this lesson, you'll learn why blog post structure matters, how to choose a topic and a title for a blog post, how to structure a blog post, and you'll finish with some effective blog writing tips.

Learning modules:

- Why blog post structure matters
- How to choose a topic and a title for a blog post
- How to create and structure a blog post
- How to optimize a blog post
- What are some effective blog writing tips?

Questions you should know the answer to:

- Why does blog post structure matter?
- How do you choose a topic and a title for a blog post?
- What is a working title?
- How many characters will Google display for a title tag?
- What is whitespace?
- How often should you bold content in a blog post?
- Where should you insert CTAs in your blog posts?
- What can you do to improve your writing?

Lesson 6: How to Create a Successful Video Marketing Strategy

Lesson description:

Learning how to create a successful video marketing strategy can be overwhelming and complicated if you don't have the right mindset. In this lesson, you'll learn why it's important to create engaging videos and how to use video throughout the inbound methodology. You'll finish with a list of tips you can use to get started creating effective videos for your business.

Learning modules:

- Why should you create engaging videos?
- How to use video throughout the inbound methodology
- Tips for getting started with video marketing

Questions you should know the answer to:

- How can video increase your search engine optimization footprint?
- How does video reduce bounce rate?
- What types of videos should you create for the attract stage?
- What types of videos should you create for the engage stage?
- What types of videos should you create for the delight stage?
- What's a list of items you need to start recording videos for your business?

Lesson 7: Developing a Social Media Strategy

Lesson description:

Creating a promotional plan that takes advantage of social and digital technologies will help you shape the conversation, build loyalty, and attract new customers and partners. Social media shouldn't replace other Inbound promotional methods like email, events or public relations, but instead, should augment them, offering another set of marketing channels for you to explore.

Learning modules:

- Why You Need a Social Media Promotion Strategy
- The Social Media Channels - An Overview
- Building the Foundation for Success - Setting Social Media Goals
- Structuring Your Social Media Team for Now & the Future
- Evaluating the Best Social Tools for the Job
- Developing a budget and garnering executive buy-in

Questions you should know the answer to:

- What are the benefits of having a social media strategy?
- Why does a buyer persona matter in social media?
- What are the steps you need to build a social media strategy?
- What are some reasons that a marketer would want to use one social platform over another?
- What is a vanity metric?
- What are the four categories of KPIs and how do they differ?
- What considerations do you need to make when planning how to structure your social media team?
- What are the different types of social media team models?
- What components should your social media team plan contain?
- What are the various kinds of social media tools available to marketers?
- What are the three tips that can help you narrow down your choice of a social media tool?
- What marketing tools can you use to delight customers into promoters?
- What considerations do you need to make when building a budget?
- What should you do if you are arguing for money to start a social media project?

Lesson 8: Introduction to Paid Search Advertising

Lesson description:

When it comes to paid search advertising, Google is by far the most popular option. In this lesson, you'll learn how paid advertising on search engines works and how to get started with advertising on Google. Plus, you'll learn best practices for creating remarkable digital ads for paid search and see examples of effective paid search ads in action.

Learning modules:

- The advantages of paid search advertising
- Exploring keyword research and match type
- How to create remarkable digital ads for paid search
- Organizing your account structure

Questions you should know the answer to:

- Where do Google ads show up on search engines?
- What's a brand keyword?
- What's a non-brand keyword?
- What is the exact match type?
- What is the phrase match type?
- What is the broad match type?
- What is the broad match modifier?
- What are negative keywords?
- What is quality score?
- What's the difference between an ad group and a campaign?

Lesson 9: Creating a High-Performing Email

Lesson description:

Sending email, checking email, and drafting email has become as much a part of our day-to-day lives as getting up and going to work. And email is going to continue to play an important role in both our professional and personal lives. Creating emails that engage your contacts and help you grow your business is a key piece of your overall email marketing strategy. In this lesson, you'll learn the elements of a high-performing email and what you can do to implement them in your business.

Learning modules:

- Understanding the importance of email marketing
- How to build an effective email marketing strategy?
- What does an email marketing strategy look like?

Questions you should know the answer to:

- What is the definition of an email marketing strategy?
- What are the three stages of the inbound methodology?
- What's the significance of segmentation?
- What's the power of personalization?
- What's the impact of data-driven analysis?
- What are the three aspects for a successful email marketing strategy?